

Golf, Fishing Accidents Can Be Costly Incidents

By REYNOLDS KNIGHT
 Many a weary businessman will be hitting the golf links and boarding the fishing boats this summer in search of relaxation. A note of caution, though. Avoid "sports accidents." They can be costly.

For example, if you're on the golf course and you accidentally cream another player with your ball are you liable? The law says "no" because of a legal concept called "assumption of risk." It is assumed that the other fellow took his chances while on the links. But there's a hitch: If it can be proved that you forgot to ring out with a warning "fore" you're in trouble because you were negligent.

In the case of deep-sea fishing, it's a matter of cast-

ing. If you slash someone while throwing out your line can he collect. Chances are he can because even if he was careless by being in the way you're vulnerable because he can contend you saw him and therefore should not have cast at all.

If watching baseball games is your cup of tea be careful here, too. When you purchase a ticket it is assumed that you risk foreseeable accidents such as being beaned by a foul ball. But, if you jump up for a foul ball and knock down a man in the next tier you could be wide open for a lawsuit.

THE ACHILLES heel of too many retailers today is service, or rather the lack of it according to officials of the Bulova Watch Co.

Prompt, adequate service and repair work is essential to remaining competitive in the volatile consumer market, they say, pointing out that shortchanging on this literally destroys the selling potential of a store.

Today's sophisticated consumer is not simply buying a product, as a one-shot intricately woven into a common pattern. Quality extends to the selling environment as well as the product. Bulova contends, and in this context service is a commitment, not an option.

The Bulova executives' view is not from an ivory tower; during the past three years they've visited some 3,500 of the company's franchised jewelers in 40 states (logging an estimated 2.5 million air miles) to dis-

cover, in eyeball-to-eyeball confrontations, what current consumer trends are. They point out that not only are consumers better heeled than ever (families with annual incomes of \$15,000 plus are the nation's fastest-growing segment) but they are more discriminating, more vocal and more conscious of their importance as individuals. They simply will not tolerate slipshod, slow and inefficient service, the watch company emphasized.

A LEADING brokerage house asks the question "It is time to take some profits in the market?" The answer, the house says, is "an unequivocal yes and no." . . . Bank credit cards are going international. A leading bank here and a Japanese

bank have agreed to honor charges by each other's card holders.

Because large corporations are becoming so complex, they are seeking the special skills that some kinds of professional people like ministers, journalists, educators and others contribute to their growth.

The Rev. Barton Leach counseled businessmen from the pulpit at the Oceanside, N.Y., First Presbyterian church, for nearly nine years before he joined them, last year at 34, in their own environment. New he is known as a management consultant, not a preacher, "and for the first time I think my 'congregation' and I are talking the same language," he says.

Leach, a former all-Ivy League basketball forward at the University of Pennsylvania, says "you just can't coach a team unless you've played the game, and I hadn't played it."

AT KIMBERLY-Clark Corp., the large papered products company that Leach now serves as a consultant, "the human problems that I envisioned exist in a very real way. I'm learning that many factors affect a business decision and that most of them relate in one way or another to people. There are very few easily-made decisions in business."

"I'm closer to the people problems now," he says. "In a sense I've become a player-coach. I'm on the firing line, and I'm as concerned

about personnel, products, and profits as any manager. When I sit down with a manager to work out a problem, we share the same perspective and the same lingo."

As a Kimberly-Clark spokesman put it recently, "Leach's experience in the ministry and in business have given him the unique ability to relate the theological discipline to that of industry. He's able to talk with the executive manager of the papermaker in their own language, and that lends substance to his counsel."

AN ELECTRIC egg cooker is available that will prepare eggs exactly as desired. It's called the "Egg-O-Matic." A time-temperature dial system makes it possible to have eggs hard, medium,

soft or very soft. The device can hold eight eggs at a time, and also can be used to poach up to four eggs at once.

Car Wash, Bake Sale Scheduled

The Senior High Methodist Youth Group at the Waleria United Methodist Church will hold a bake sale and car wash Saturday.

The events are scheduled from 10 a.m. until 4 p.m. at the church parking lot. All proceeds will go into the youth group's camp fund.

Free! 750
 Extra Blue Chip Stamps!
 When You Buy \$75* In a 30-Day Period
 or Less at Your Big BETTER FOODS MARKETS!

MY GAL IS THE-SMARTEST SHOPPER IN TOWN! SHE KNOWS THAT SHE ALWAYS GETS MORE GOOD FOOD FOR HER MONEY AT BETTER FOODS MARKETS

YES-AND I GET LOTS OF BONUS BLUE CHIP STAMPS, TOO-LETS ME GET LOTS OF EXTRAS FOR MY HOME

GET FREE BLUE CHIP Bonus Cards at Checkstand
 *Except Liquor, Tobacco or Fluid Milk

BETTER FOODS MARKETS

GET MORE
 Hundreds of LOW, LOW Prices

LINK SAUSAGE

LUER'S Pure Pork Skinless Links

4 for \$1

1/2-lb. Cartons

FRYING CHICKEN THIGHS

Tender, Young Chicken Parts! Ready for the Skillet or Barbecue

39¢

Lb.

RED PLUMS
 Large Extra Fancy Sweet'n Juicy
 Lb. 19¢

ROMAINE, RED LEAF or BOSTON
LETTUCE Fresh, Crisp Your Choice
 Each 10¢

EXTRA FANCY/LONG GREEN
CUCUMBERS Tender and Crisp
 Each 10¢

MEDIUM SIZE, SWEET and JUICY
VALENCIA ORANGES
 Extra Fancy, Yellow
 Medium Size Sweet 'n Juicy
 2 lbs. 25¢

SLICED BACON

Armour's Comfire

Sugar-Cured Full Pound Package

55¢

FISH FILLETS

RED SNAPPER, PERCH or REX SOLE

Delicious—Excellent Protein Food

Lb. 69¢

YOUR BETTER FOODS Markets Trim Every Steak Waste-Free

PEACHES

Lady Beckwith ELBERTA HALVES No. 303 Tall Can

19¢

WESSON OIL

Pure Vegetable Oil

SAVE 14¢ Large 24-ounce Bottle

37¢

Delicious Delicacies from Better Foods' Delicatessen . . .

OSCAR MAYER Full Pound ALL MEAT Package

WIENERS 69¢

MILD, CREAMY

JACK CHEESE 79¢

NALLEY'S Large Cheese

PIZZAS 89¢

PEPPERONI, 99¢

FROZEN ORANGE JUICE/Pure Florida

MINUTE MAID 6-oz. Cans 4 for \$1

BROWN OR SMOKEY BITS/Loma Linda

GRAVY-QUIK Reg. 19¢ Pkg.

DISINFECTANT, CLEANER

STA-PINE Save 10¢ Full Pint 39¢

FOR THE LAUNDRY/Special Offer

DOWNY RINSE Full Quart 79¢

COMPLEXION SOAP/Special Offer

CAMAY Save 6¢ Reg. Bars 43¢

100 BONUS BLUE CHIP STAMPS Given With Purchase of Family Size

CREST TOOTH PASTE Regular or Mint 89¢

100 BONUS BLUE CHIP STAMPS Given With Purchase of 7-oz. Liquid

PRELL SHAMPOO \$1.09

SECRET DEODORANT Spray or Spray Reg. \$1.09 Size 88¢

Van de Kamp's
 SPECIALS
 Thurs.-Sun., July 11-14

Apple Strudel 12 1/2 oz. 59¢

Walnut Swirl Coffee Cakes 49¢

Crumb, Sugar or Assorted Dunkettes 33¢

IMPORTED Holland BEER
 11-oz., No Deposit Bottles
 6 for 99¢

OLD CHARTER Kentucky Straight BOURBON WHISKEY
 7 YEARS OLD
 86 Proof Full Half-Gallon \$12.95
 You Save \$2.75!

SWEET WINES
 DON SAVOY ALL FLAVORS Fifth 62¢
 Finest Selection . . . Lowest Possible Prices . . . Neighborly Service

TOILET TISSUE

CORONET PRINT

Twin-Ply, Facial Quality In Two-Roll Packs

8 for \$1

BREADED SHRIMP

Seafood Supreme Frozen 10-oz. Pkg. 59¢

COUNTY FAIR

Apple Pie 8-Inch Frozen 39¢

DETERGENT—Save 25¢ King Size 1.14

GAIN HAND SOAP Reg. Bar 2.21¢

COFFEE
 1-lb. Can 67¢
 2-lb. Can, 1.33
 3-lb. Can, 1.99

LARRY'S FROZEN FOODS

1-lb. POOR BOY SANDWICH 83¢

8-oz. HOT TURKEY SANDWICH 43¢

11-oz. POTATOES Cheese or Sour Cream 35¢

4-oz. GARLIC or CHEESE BREAD 37¢

PALMOLIVE LIQUID DETERGENT
 For Dishes—Mild, Green Giant Size, 22-oz. 69¢